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ABSTRACT

This study attempts to compare the perceptions and self-reported behavior of high, middle, and low authoritarian advertising executives, business executives, and members of the general public concerning the social effects of advertising. For the advertising sample, a total of 393 men and women were selected according to their executive positions in advertising agencies in Atlanta. The questionnaires used for this study and the methods of statistical analysis are described. The findings of the study are examined in terms of the three groups of subjects in four ways: perception of advertising social effects, perceived advertiser behavior, advertising executive self-reported behavior, and biodata differences by area of specialty subgroups. The analysis of the data is described and among the conclusions were that business executives are most critical of advertising's social effects as well as advertiser behavior; and advertising executives, business executives, and the general public express a great deal of awareness concerning the potential negative social effects that advertising can precipitate. The appendix includes 15 mean score comparisons as well as copies of the questionnaires. (TS)

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The Social Effects of Advertising As Perceived By Advertising Executives, Businessmen, and The General Public

By
Stuart H. Surlin

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INTRODUCTION

Recent findings by the author, and others, have uncovered a distinct relationship between the personality structure identified as either high or low authoritarian and attitudes toward the field of advertising. The initial finding, was quite unexpected, and showed that the high authoritarian individual has a more favorable attitude toward the institution of advertising.[1] This finding is explained by the role advertising is perceived as playing in the successful continuation of our society's economic system.

A recent British publication, Racism and the Mass Media, makes the same argument. They contend that the statements which, when answered in the affirmative, are used to measure one's degree of authoritarianism are the basis for values widely accepted by our society. They state:

"These all represent what in a British context may loosely be called 'Victorian' values, stressing as they do discipline, subordination to authority, devotion to work, a Puritan and ascetic attitude to pleasure, and the capacity to succeed through grit and willpower. Though an extreme and rigid adherence to such values may signal an insecure and repressed personality, the values themselves hold considerable sway in our society...."[2]

Thus, the conceptual link between a personality typology and orientation toward the institution of advertising in our society has been made. Following from the initial findings another study was undertaken to determine if authoritarianism was relating to one's desire to enter the field of advertising. The data supported what was suspected: the high authoritarian individuals are attracted to the advertising field more so than low authoritarian individuals.[3]

A brief discussion may be necessary to describe the qualities of the authoritarian personality and its relevance in this research. This personality syndrome was conceived by Adorno and others in 1950, and has been researched ever since.[4] The importance of this concept is first, the depth and breadth of the personality syndrome, and second, the effect this personality syndrome has on behavior. Thus, the concept of authoritarianism links a highly intricate and deepseated personality structure with dispositions toward certain beliefs and social behavior patterns.

A small sampling of the high authoritarian individual's personality profile shows that he is highly ethnocentric, politically and economically conservative, avoids introspection, thinks in terms of dichotomies, has a intolerance of ambiguity, has a strong concern for status and rigidity in institutional organizations, has a greater allegiance to institutions, and is prejudiced toward out-groups, or people perceived to be different from himself. This personality typology is distributed along a continuum. In other words, every individual exhibits, to some degree, the characteristics of an authoritarian personality

The authoritarian personality syndrome is important in this study because of the perceptions and behavior of advertising practitioners in the area of advertising's social effects. It was found that high authoritarian individuals who have a favorable attitude toward institutions, in general, and the institution of advertising, in particular, would to a relatively greater degree than low authoritarian individuals decide to enter the advertising profession. Since high authoritarians are conservative, avoid introspection, and tend to be prejudiced toward minority groups, it is believed that a majority of white, male, middle-class, high authoritarian advertising executives would not be open to bringing about premeditated

social change in this society through the controlled use of advertising. Thus, social problems dealing within areas such as equal rights for females and minority groups, anti-war sentiment, more humanistic expressions of love, etc., would not be perceived as within the province of advertising. This feeling would most likely be translated into (1) an inability to perceive advertising as a method of affecting social issues, and (2) a lack of overt behavior on the part of the high authoritarian to deal with these problems in his advertising decisions in a positive social manner.

The author attempts, in this study, to compare the perceptions and self-reported behavior of high, middle, and low authoritarian advertising executives concerning the social effects of advertising. Likewise, the responses of advertisers are compared to responses made by a sample of business executives not in the advertising field. Likewise, for comparative purposes, a random sampling of the general public is asked to respond to some of the same items.

A general set of working hypotheses for this study would be:

(1) High authoritarian advertising executives are less perceptive of social effects by advertising than are low authoritarian advertising executives.

(2) High authoritarian advertising executives will perceive advertisers as behaving in a socially responsible manner more so than would low authoritarian advertising executives.

(3) High authoritarian advertising executives will self-report less socially responsible advertising behavior than would low authoritarian advertising executives.

(4) Advertising executives will exhibit a greater degree of authoritarianism than the general public and equal to business executives.

(5) Advertising executives will perceive less social effects by advertising than by the public and equal to business executives.

(6) Advertising executives will perceive advertisers as behaving in a socially responsible manner more so than will business executives.

METHODOLOGY

Sample

The major population sampled in this study consists of advertising executives in Atlanta, Georgia. For comparative purposes samples were drawn from the general business community and the general adult population in Atlanta. The selected advertising and business executives were sent a mail questionnaire and the general public was interviewed by telephone.

For the advertising executive sample, a total of 393 men and women were selected according to their executive positions in 98 of the nearly 150 advertising agencies in Atlanta.[5] The sample included agency presidents, vice-presidents, account supervisors and executives, and media, copy, research, and production executives. These names were located in both the August 1973 Edition of the Advertising Agency Red Book, and the March 1973 edition of Southern Advertising Markets.

The business executive sample was gathered from the listing of companies in the 1973 edition of the Georgia Manufacturing Directory published by the Georgia Department of Industry and Trade. From 1,300 usable companies listed, a random sample of 325 companies was chosen. On the average, two of the company's executive officers were listed, generally the president and the executive vice-president of sales and/or production. In order to add business executives with a greater service-orientation to the sample, every other name of the 1973 Junior Chamber of Commerce membership listing was chosen. Also, every member of the 1973 Jaycettes in Atlanta was selected. There were 330 names in the Jaycee list and 22 Jaycettes. Therefore, the entire general business sample consisted of 787 individuals.

The general public sample was randomly drawn from the 1973-74 Atlanta Metropolitan Telephone Directory. In total 450 phone numbers were selected.

In early February 1974, all selected advertising and business executives were mailed a package including a cover letter, the questionnaire, and a self-addressed stamped envelope. The selected public sample was contacted by telephone during the same month by interviewers personally trained by the author.

Completed questionnaires were received, within the month long response period, from 112 advertising executives, and 144 business executives.[6] Telephone interviews were successfully completed for 297 members of the general public.

Questionnaire

The responding subjects responded on Likert-like five-interval scales ranging from "Strongly Agree" to "Strongly Disagree" to several items. Each item was an attitude statement concerning either the perception of the social effects of advertising (for all respondents); or, the perception of advertisers' behavior in using advertising techniques which may result in some societal effect (for advertising and business executives); or, the self-reporting of behavior by advertisers concerning their use of advertising techniques which may result in some societal effect (for advertising executives). A more specific listing of response categories by each respondent group follows:

Advertising Executives - The questionnaire completed by advertising executives consisted of five major parts. The first part consisted of twenty-three statements with which the respondent "agreed-disagreed" concerning the potential social effects of advertising. For example, the statements were stated in this manner: "Scenes depicting violence within advertisements contribute to violence in our country", "The use of advertising contributes to the freedom of speech in our society", "Various appeals found in advertisements promote conformity to others social lifestyles", etc. Also, two questions in this section tap the perception of the respondent concerning his personal interest in serving social needs of the public and of advertisers' interest in serving social needs of the public.

The second part consisted of thirteen statements with which the respondent "agreed-disagreed" concerning advertisers' propensity to use certain techniques in their advertisements which may have some relation to the potential social effects of advertising cited in section one of the questionnaire. For example, the statements were stated in this manner: "Advertisers, in many cases, use scenes depicting

violence in their advertisements", "Advertisers, in many cases, portray love as the spending of money and the giving of goods", etc.

The third section consisted of twenty-seven statements. Ten of these statements form a short form measure of "authoritarianism". Embedded within the authoritarian items were fifteen items which tap biodata. This information relates to ones past and present experiences. These experiences can be looked at as either independent or dependent variables. Finally, two other statements dealt with attitudes toward the institution of advertising.

The fourth section consisted of twelve statements with which the respondent "agreed-disagreed" concerning the perception of one's own behavior in using advertising techniques in advertisements which may have some relation to the potential social effects of advertising cited in section one of the questionnaire. For example, the statements were stated in this manner: "I would use scenes depicting violence in my advertisements", "I would portray love in an advertisement as the spending of money and giving of goods", etc.

The fifth, and final section of this lengthy questionnaire, consisted of items measuring demographic variables. The age, sex, number of years in the field, area of specialty, and academic background of each advertising executive were tapped.

Business Executives - The questionnaire completed by the business executives was identical to the one completed by the advertising executives except for the deletion of one whole section. The fourth section of the advertising executive's questionnaire which dealt with the perceptions of one's own behavior in deciding upon advertising techniques was excluded. Obviously, the business executives are not decision-makers in the field of advertising.

The General Public - Since the general public was contacted through a telephone interview the length of the interview, and the number of questions asked, were considerably less. In total, the public responded to twenty-three items which tapped attitudinal variables and three items which tapped demographic variables.

Included in this total number of items were statements which dealt with the potential social effects of advertising, the ten-item authoritarianism scale, and demographic measures dealing with one's age, sex, education, and socio-economic status based upon the occupation of the head of the household. The socio-economic status categories within which the respondents were placed were based upon the U.S. Census Occupational Ratings for 1960.

Copies of each questionnaire will be found in the Appendix.

Statistical Analysis

The most predominant method of statistical analysis consists of the t-test for a difference between two independent means. The mean score would be received on attitudinal items and comparisons would be made for differences between advertisers, businessmen, and/or public; authoritarian subgroupings; or on demographic subgroupings. The level of significance for each t-test score was based upon a two-tailed criterion.

The authoritarian subgroupings were determined through a trichotomization of the rank order of authoritarian scores. The range of scores were between ten and fifty. Uneven authoritarian subgroup sizes resulted from the inclusion of tied scores into either one or another category. The subgroups were labeled as being either high, middle, or low in degree of authoritarianism.

The author has reason to believe that the range of response based upon authoritarian scores was restricted by the use of a mail questionnaire. Likewise, the evidence points to the fact that the highest authoritarian advertising/business executives systematically selected themselves to be nonrespondents.[7] If this is the case, then any analysis based upon authoritarian subgroups for advertising/business executives would be a conservative estimate of the true difference between these subgroups.

FINDINGS

Perception of Advertising Social Effects

Advertising/Business Executives - Business executives are significantly more likely to agree with the statements which state that advertising has a potentially negative social effect. (See Table #1) The items with which the business executives are most in agreement could be typified as relating to "interpersonal relationships". For example, business executives relative to advertising executives agree that advertising content: misrepresents the general relationship of married couples; does not give the consumer a balanced view of the importance or value of physical beauty; glamourizes the higher social classes to the detriment of the lower social classes; influences our "puffing the truth" in other areas of interpersonal relations; misrepresents the value of purchasing of products as a means of solving life's continuing problems.

Advertising executives are more likely to "agree" relative to business executives that advertising content is worthwhile in certain socio-economic areas and that advertisers are concerned about the social needs of the consuming public. For example, advertising executives relative to business executives agree that: advertising contributes to the freedom of speech in our society; "improper" claims in an advertisement harm the sales of the product in the long run; advertisers are interested in serving the social needs of the public; "I am" interested in serving the social needs of the public.

Advertising/Business Executives and General Public - All three population subgroupings are comparable on several items concerning the potential social effects of advertising. In almost every instance of comparison significant differences are noted. (See Table #2) The public is in relatively greater agreement that: fear appeals in ads increase anxiety in society. This concern

about an increase in anxiety is consonant with the greater degree of authoritarianism exhibited by the public. (See Table #2) A high degree of authoritarianism is indicative of a defensive, fearful, and highly anxious personality structure.

The public is in relatively less agreement that: dramatizing war in ads confuses children as to the nature of real war; using black models in ads improves racial relations. The public is in greater agreement with business executives than with advertisers that: limited information in ads limits deep thought; violence in ads contributes to violence in society. The public is closer to the advertising executive than to the business executive in agreeing that: advertising misrepresents the value of a product when shown as solving life's problems. Finally, the advertising executive is most likely to agree that: advertisers are interested in serving the needs of the public.

Overall, the most consistent finding for all three population subgroupings has been the relative amount of agreement that negative social effects result from the use of various advertising content and techniques. Although, as might be expected, there is a significant difference in degree of agreement for different subgroups and for different social effects variables.

Advertising Executive Authoritarian Subgroups - Not as many between authoritarian subgroup differences are noted as were hypothesized. (See Table #3) Likewise, a trend concerning the specific items upon which significant differences occur is not discernible. The overall relationship between degree of authoritarianism and agreement-disagreement with the perceived degree of negative social effects of advertising is: the highest authoritarian advertising executives are more apt to acknowledge the potential negative social effects of advertising.

Advertising Executives by Area of Specialty Subgroups - When the job specialty areas form the subgroups of analysis, significant perception differences are noted. (See Table #4) Overall, the advertising executive involved in "account work"

is least in agreement that advertising content and techniques precipitate negative social effects. On the other hand, account executives are most likely to agree that: advertisers are highly interested in serving the social needs of the public.

The "copy" and "production or 'other'" advertising executives are the most likely to agree that advertising precipitates negative social effects, and least likely to agree that advertisers are interested in serving the social needs of the public.

General Public Authoritarian Subgroups - The authoritarian subgroup responses for the general public concerning the potential negative social effects of advertising differ in the trend of responses by advertising executives. Whereas high authoritarian advertising executives were more apt to acknowledge advertising's negative social effects, the high authoritarian public subgroup is significantly less apt to acknowledge advertising's negative social effects. (See Table #5)

The low authoritarian public subgroup is significantly more in agreement that: appeals in ads encourage us to overly indulge ourselves; female models in ads do not encourage the equality of females in our society; advertising tends to shape society's value system; advertisers are not highly interested in serving the social needs of the public.

Two other items which document aspects of the authoritarian personality syndrome are also included in Table #5. The high authoritarian individual exhibits a high degree of closemindedness. He will not like or accept another individual unless that other individual shares the same values and philosophies as does the high authoritarian. The low authoritarian is more open-minded in accepting other people as friends who have differing points of view. This is supported by the findings.

The results from the item in the ten-item index of authoritarianism which epidomizes the high authoritarians need for direction from "leaders or experts" strongly supports the classification of the general public into authoritarian subgroupings. The findings in this study support the high authoritarian's reliance on guidance from leaders and experts in our society.

General Public by Age Subgroups - The age subgrouping comparisons parallel to some degree the findings for the authoritarian subgroups for the public. To a large degree, the younger respondents in the general public are more apt to perceive negative social effects of advertising than are the oldest public subgroups. (See Table #6)

The parallel between age and authoritarian subgroupings is reinforced by the fact that the oldest public subgroup is significantly more authoritarian than any of the other subgroups. Likewise, the youngest public subgroup exhibits more open-mindedness by its relative disagreement with the statement: my friends tend to share my values and philosophies.

General Public by Education Subgroups - Once again the trend of responses on a demographic variable, education, are highly parallel to the trend of responses for a psychographic variable, authoritarianism for the general public sample. The higher educated respondents in the general public acknowledge, to a significantly greater degree, the potential for negative social effects of advertising. (See Table #7)

A significant linear relationship exists between education subgroupings and authoritarian subgroupings. The lower one's education the greater the degree of authoritarianism exhibited. Because of this strong relationship between education and authoritarianism the range and depth of significant differences is greater concerning the perceived negative social effects of advertising than they are for age subgroupings in the public.

General Public by Socioeconomic Status Subgroups - A strong and consistent relationship exists between SES and the perception of advertising's potential negative social effects. (See Table #8) The higher status subgroups are more in agreement that negative social effects do occur. Likewise, the pattern continues in that the general public demographic subgrouping which exhibits the greatest agreement with the potential negative social effects of advertising exhibit the lowest amount of authoritarianism.

When looking at the overall relationship of the general public's perception of advertising's potential negative social effects, it has been found that the: highest authoritarian, oldest, least educated, and lowest socioeconomic status subgroupings are least likely to perceive negative effects. Of the four independent variable subgroupings, differences based upon "education" were found to be most highly associated with differences in subgrouping perceptions of advertising's potential social effects.

Perceived Advertiser Behavior

Advertising/Business Executives - When respondents are asked to project the use of particular advertising content and/or techniques to advertisers in their current practice, differences are found between advertising and business executives. (See Table #9) In total, business executives agree to a significantly greater degree that advertisers behave in a manner which leads to negative social effects.

An item which taps the perceived behavior of advertisers currently in the field to advertisers 10 years ago, advertising executive respondents are significantly more apt to agree that advertisers are currently more interested in serving the public's social needs.

Advertising Executive Authoritarian Subgroups - When advertising executive responses are grouped by degree of authoritarianism, the high authoritarian advertising executive subgroup is most apt to agree that, in general, advertisers

partake in behavior which precipitate negative social effects. (See Table #10) Overall, the low authoritarian advertising executive subgroup is closer to the high than the middle authoritarian subgroup rating of perceived advertiser behavior.

In particular, the high authoritarian advertising executive is in greater agreement that advertisers: dramatize war scenes to advertise war toys; use scenes depicting violence in advertisements; show resources being wastefully used in advertisements. High and low authoritarian advertising executives to a significantly greater degree than middle authoritarian advertising executives agree that advertisers: portray love as the spending of money and the giving of goods; use fear appeals in their advertisements; use young people in advertisements to the exclusion of older individuals.

The point should be made that for well over half of the thirteen items the overall rating was in "agreement" ($\bar{X}$ = 2.5 or lower) that advertisers use these content and/or techniques. Only one of the thirteen items was "disagreed" with ($\bar{X}$ = 3.5 or higher) by the advertising executive respondents. This one item stated that advertisers, in many cases, use scenes depicting violence in their advertisements.

Advertising Executives by Area of Specialty Subgroups - Although there are several subgroup differences for various items there is no strong trend concerning overall subgroup differences for all the items. (See Table #11) It is interesting to note that the advertising executives primarily involved in "account work" and in "production or 'other'" areas of specialty are the ones least likely to agree that advertisers partake in behavior which leads to negative social effects.

Advertising Executive Self-Reported Behavior

Authoritarian Subgroups - Advertising executives tend to disagree that they personally would use advertising content and/or techniques that lead to potential negative social effects. (See Table #12) Very few differences exist between

authoritarian subgroupings and self-reported behavior. Most notable are the differences which are found whereas the low authoritarian subgroup is more in agreement that: black models would be used in advertisements, and fear appeals would also be used.

In terms of overall item scores, only three of the twelve items were acknowledged as appeals which the advertising executives would use in their advertisements. These are: vanity appeals, sex appeals, and "snob-appeals". Neither of these appeals are rated high as having a potential negative social effective. Likewise, advertising executives tend to agree that advertisers, in general, use these appeals in many instances.

Major in School Subgroups - Analyzing the findings by the major in school subgrouping technique provides the greatest number of subgroup differences when compared to any other subgrouping technique. (See Table #13) In total, the advertising executive who was a business major in college is the most likely to agree that he would use advertising content and/or techniques which lead to potential negative social effects.

Most notable is the business majors proclivity to use: dramatized war scenes to advertise children's toys; scenes depicting violence; fear appeals in advertisements. In general, the liberal arts and combination or "other" major in school subgroupings admit to lesser uses of the advertising content and/or techniques under study.

Liberal arts majors agree that they behave in this manner the least. The content and/or techniques they are least likely to use are: dramatized war scenes to advertise children's toys; "snob appeals"; puffery; the solving of married life problems by the purchasing of products; fear appeals. Likewise, liberal arts majors are most in agreement that they would use black models in their advertisements. Journalism majors exhibit the least desire to use black models in their advertisements.

Perceived Advertiser Behavior Comparison - When the responses concerning the behavior of advertisers in general are compared to the self-reporting of behavior consistent and highly significant differences occur. (See Table #14) In every single case, the advertising executives rate their own behavior as more socially responsible than they rate their colleagues behavior. In other words, the advertising executive respondents are saying that they perceive their colleagues as more likely than themselves to use advertising content and/or techniques which lead to negative social effects.

It is of interest to note that the least significant difference involves the use of black models in advertisements. Respondents overall agree that they would use black models, and use them to a significantly greater degree than would their colleagues, but that their colleagues also use black models in most cases.

Biodata Differences by Area of Specialty Subgroups

The items in the questionnaire which dealt with biodata information were analyzed by every independent psychographic and demographic variable available. Likewise, the biodata for both responding groups, advertising and business executives, was analyzed. Significant subgroup differences were not found to exist in any systematic manner.

The scarcity of significant differences for business executives led to an exclusion of the findings. Likewise, a lack of significant subgroup differences for advertising executives resulted in the exclusion of findings for all other subgroups except for area of specialty subgroups. In reporting biodata for the area of specialty subgroups for advertising executives, only selected findings are reported. The findings reported here are the ones resulting in significant subgroup differences. (See Table #15)

A brief overview of the findings suggest that the account executive feels most positive about giving a speech, consults others more when attempting to solve a problem, and desires a clearly defined goal and reward system.

Another subgroup of respondents, copy executives, have a low tolerance for rules. Likewise, they exhibit the closest and most secure relationship with their parents during their formative years. This finding is intuitively consistent with the belief that copywriters are warm and affectionate individuals able to empathize with others. Furthermore, copywriters are known for their individualistic behavior which is needed to give vent to their creative expression.

ANALYSES AND CONCLUSIONS

Analyses

A systematic manner of analyzing the findings would be by going back to the original set of working hypotheses stated at the beginning of this report and examining the results against them.

(1) High authoritarian advertising executives are less perceptive of social effects by advertising than are low authoritarian advertising executives. This hypothesis is rejected. (See Table #3)

The rationale for this hypothesis was based upon the fact that a high authoritarian individual is highly anxious and defensive. Thus, it was posited that a higher authoritarian advertising executive would be defensive of the potential negative social effects of advertising and deny their existence. If anything, the trend was in the opposite direction, high authoritarian advertising executives reported a greater degree of potential negative social effects of advertising. The author believes that the high authoritarian advertising executive may be intent on protecting his profession from criticism so that he becomes more sensitized to the potential negative effects of advertising content.

An interesting finding resulted from the general public authoritarian subgroups and their perceptions of the potential negative social effects of advertising. Within the general public, the high authoritarian subgroup was significantly less apt to acknowledge advertising's potential social effects. (See Table #5) Likewise, the oldest, less educated, and lowest socioeconomic subgroups in the general public were also less apt to acknowledge advertising's social effects. (See Tables, #6, 7, and 8, respectively) These results are predicted by the authoritarian personality syndrome and parallel the hypothesis made for advertising executives.

When looking at area of specialty subgroups for advertising executives,

the "copy" and "production or 'other'" subgroups are most likely to agree that advertising precipitates negative social effects. (See Table #4) This finding seems incongruous with the fact that copy executives would tend to be less authoritarian based upon biodata findings. The account executives are least cognizant of social effects while also most in agreement that advertisers are interested in serving the social needs of the public.

Thus, it seems as if the account executives are the "blind" defenders of the profession. In the general public, the high authoritarian subgroup is most in agreement that advertisers are interested in serving the social needs of the public. The high authoritarian public subgroup is the "blind" defender of the effect of the institution of advertising, an institution held in esteem by high authoritarians.

The professional affiliation of high authoritarians with the advertising industry is a mitigating factor in the manner social effects of advertising are perceived. Thus, the individual's professional role takes precedent in perceiving the social effects of his profession when compared to his overall personality profile.

(2) High authoritarian advertising executives will perceive advertisers as behaving in a socially responsible manner more so than would low authoritarian advertising executives. This hypothesis is rejected. (See Table #10)

As in the first hypothesis the opposite relationship to the hypothesis is noted: the high authoritarian advertising executive subgroup is most likely to perceive advertisers behaving in a manner which is not socially responsible. Although they are not as hypothesized, the results of this study are consistent. The high authoritarian advertising executives perceive a greater potential negative social effect percipitated by advertising, and perceive that advertisers using content and/or techniques which lead to these negative effects to a

greater degree than do lower authoritarian advertising executives.

Another consistent finding involves the responses of account executives. Unlike the high authoritarian executive, the account executive perceives less potential social effects and less use by advertisers of content and/or techniques which lead to negative social effects. (See Table #11)

(3) High authoritarian advertising executives will self-report less socially responsible advertising behavior than would low authoritarian advertising executives. This hypothesis is rejected. (See Table #12)

Very few significant authoritarian subgroup differences were noted for advertising executives. Again one's professional role superceded one's personality profile when carrying out the functions of one's profession. It is interesting to note that one's academic major is predictive of subgroup differences. (See Table #13)

An advertising executive educated within a school of business is more likely to self-report behavior which leads to negative social effects. Liberal arts majors and "other" majors are least likely to report the use of this type of content and/or techniques. Therefore, one's professional training affects one's perception of his professional role in advertising which, in turn, affects his perception and use of content which has a potential for negative social effects.

Another point of interest involves the comparison of advertising executive's rating of other advertisers use of negative social content and their own use of this content. (See Table #14) In every single instance the responding executive perceives himself to be less guilty of negative social content than his colleagues. This is a clear case of "finger-pointing": the problem is always with the other fellow and not with me.

(4) Advertising executives will exhibit a greater degree of authoritarianism than the general public and equal to business executives. This hypothesis is rejected. (See Table #2)

The advertising executives in this study exhibited a significantly lower degree of authoritarianism than did the general public. (See Table #2) The business executives fell between the advertisers and the public in their authoritarian score.

Although previous findings would lead one to predict a propensity for high authoritarian individuals to choose the field of advertising as their career objective, the findings of this study do not bear this out. Very possibly, professional concerns override one's personality characteristics. Or the high authoritarians entering the advertising field never reach the high executive rank in the field. Or possibly the highest authoritarians did not return the questionnaire for tabulation.

Many questions still remain concerning the amount and perception/behavior of high authoritarian advertising executives. However, one point is clear. The general public exhibits a greater degree of authoritarianism and the high authoritarians in the public are most defensive (ie., least perceptive) of negative social effects of advertising. Thus, it is clear that a high authoritarian person generally does not have the ability to elevate himself to higher levels of responsibility and decision-making. In general, a high authoritarian person's personality limits his professional ability.

(5) Advertising executives will perceive less social effects by advertising than by the public and equal to business executives. This hypothesis is rejected. (See Table #2)

No trend developed for sample group responses. The findings were mixed. The advertising executives, business executives, and the public alternately agreed the most that negative social effects resulted from specific advertising

content and/or techniques. Thus, relative to others advertisers are not overly defensive concerning the potential negative social effects of advertising.

(6) Advertising executives will perceive advertisers as behaving in a socially responsible manner more so than will business executives. This hypothesis is supported. (See Table #9)

Business executives are significantly more apt to perceive advertisers behaving in a manner which precipitates negative social effects than will advertising executives. Even though advertisers are generally critical of the behavior of other advertisers they are still less critical than are other business executives.

It seems clear that professional pride on the part of advertisers has affected their perception of their colleagues. Executives in other areas of business are not directly involved in the field of advertising and are more critical of it. Findings which support this difference in perceptions deal with the interest advertisers show in serving the social needs of the public.

The business executives feel that advertising executives are less concerned about serving these needs than are advertisers. The question remains: are business executives more objective and perceptive of advertiser thought and action, while advertisers are defensive; or, are advertisers best able to perceive and report their own thoughts and behavior?

Conclusions

Several conclusions are clearly derived from this study. However, much more research is needed in order to either strengthen or more clearly define the relationship of variables included in this study. Separate conclusions can be drawn about each of the three population subgroups: advertising executives, business executives, and the general public.

For advertising executives, it seems clear that one's training and one's approach to his professional role are more important than personality when perceiving the potential negative social effects of advertising. Also, advertiser behavior is less affected by personality than training and role perception.

The questions are still open concerning the degree of authoritarianism among the lower management levels in the advertising field as well as the majority of advertising executives in this survey who did not respond. Thus, a larger sample and personal interview study is certainly called for.

For business executives, it seems clear that they are most critical of advertising's social effects as well as advertiser behavior. This most likely results from the fact that they are less professionally involved in the advertising profession than are advertising executives. The perceptions of business executives are very similar to the perceptions of low authoritarian individuals in the general public.

For the general public, the high authoritarian subgroup projected a greater degree of trust in the institution of advertising and perceived a great less potential negative social effects of advertising. The low authoritarians were a great deal more critical. This particular finding may have the most importance in this study.

Since the high authoritarian individual is the least able to cope with changes in society and with social issues compared to the low authoritarian individual; and since the high authoritarian individual is least critical of the content and/or techniques of the advertiser, it becomes the responsibility of the advertiser to analyze the social effects of advertising. If the advertiser does not take on this responsibility then it seems clear that other business executives as well as special interest groups within the public (most

likely formed by low authoritarian individuals) will take it upon themselves to correct the negative effects they perceive.

Advertising executives, business executives, and the general public express a great deal of awareness concerning the potential negative social effects that advertising can precipitate. A concerted effort is needed to document the areas that are most potentially harmful so that a stop can be put to the advertising content and/or techniques which cause socially harmful effects.

FOOTNOTES

[1]Surlin, Stuart H. "The Attitudes of Prejudiced Individuals Toward the Institution of Advertising," Journal of Advertising, Vol. 2:2 (1973), pp. 35-37.

[2]Hartmann, Paul and Charles Husband. Racism and the Mass Media. Totowa, N.J.: Rowan and Littlefield, 1974, pp. 44-45.

[3]Surlin, Stuart H. and John D. Leckenby. "The Authoritarian Personality: Its Relationship to Entering the Advertising Field and Socially Responsible Advertising Behavior," American Academy of Advertising Conference Proceedings, Newport, R.I., April 1974, pp. 203-216.

[4]For an understanding of the authoritarian personality and measuring scales see: Adorno, T.W. The Authoritarian Personality. New York: Harper, 1950; Allport, Gordon W. The Nature of Prejudice. Garden City, New York: Doubleday Anchor Books, 1962; Kirscht, J.P. and R.C. Dillehay. Dimensions of Authoritarianism: A Review of Research and Theory. Lexington, Kentucky: University of Kentucky Press, 1967; Robinson, John P. and Phillip R. Shaver. Measures of Social Psychological Attitudes. Ann Arbor, Michigan: University of Michigan, Institute of Social Research, 1969.

[5]Clift, Eleanor. "Ideas for Scale," Atlanta Magazine, Vol. 13 (May 1973), p. 65-75+.

[6]The 28% return rate for advertising executives, the individuals most closely involved with the subject matter of the questionnaire, favorably compares with the 27% return rate experienced by: Greyser, Stephens A. and Bonnie B. Reece. "Businessman Look Hard at Advertising," Harvard Business Review, (May - June 1971), p. 19.

[7]The use of a mail questionnaire may have restricted the number of responses from high authoritarian advertising executive and businessmen. Thus, this could have narrowed the range of response on this variable. Two previous studies which used a mail questionnaire including authoritarian personality measures both found that nonrespondents were higher authoritarian than were respondents. See: Ehrlich, Howard J. "Dogmatism and Learning," Journal of Abnormal and Social Psychology, 62:1 (1961), pp. 148-149; Poor, D. "The Social Psychology of Questionnaires," Unpublished Bachelor's Thesis, Harvard University, 1967.

A follow-up interview with nonrespondents indicates support for the belief that advertising and business executive nonrespondents are, in some way, different than the responding advertising and business executives. A month after the original questionnaire was distributed, a telephone survey was taken of a random sampling of advertising and business executives. Each executive admitting to be a nonrespondent was asked to "Agree-Disagree" with the statement: Advertisers are highly interested in serving the social needs of the public. Responses were received from thirty-one (n=31) advertising executive nonrespondents, and thirty-one (n=31) business executive nonrespondents. When comparing the response to an identical question asked of respondents, significant differences were noted.

Nonresponding advertising executives were more favorable in responding to the statement than were a random sampling (n=31) of responding advertising executives ($\bar{X}$ = 2.80 and $\bar{X}$ = 3.42, $p < .02$, where 1 = Strongly Agree and 5 = Strongly Disagree).

Footnotes (Con't.)

Nonresponding business executives were more favorable in their response to the statement than were a random sampling (n=31) of responding business executives ($\bar{X}$ = 3.26 and $\bar{X}$ = 3.84, respectively, $p < .05$) Similar to the relationship existing between respondents, the nonresponding advertising executives were more favorable in their response to this statement than were nonresponding business executives ($p < .05$).

The responding advertising executives who were classified as high authoritarian were more favorable in their response to this statement than the responding low authoritarian advertising executives ($\bar{X}$ = 3.17 and $\bar{X}$ = 3.47, respectively), but not to a statistically significant degree. Perhaps the extremely high authoritarian advertising executives defensively respond that advertisers are socially concerned when personally interviewed, but had felt threatened by the questionnaire, and failed to respond to it.

APPENDIX

Table #1

Mean Score Comparisons Between Advertising and Business Executives For Perceived Social Effects of Advertising

(1-5 Scale, 1 = Strongly Agree)
(N = 256)

Concepts	Advertising Executive (n=112)	Business Executive (n=144)	t-test Significance Level
1. The use of vanity appeals while advertising cosmetic, diet, or other such items does not give the consumer a balanced view of the importance or value of physical beauty.	2.69	2.41	.05
2. The misuse of the English language in advertisements affect the everyday use of the language.	2.40	2.19	ns
3. Dramatizing war scenes to advertise childrens war toys, dolls, and games, confuse children as to the nature of real war.	2.11	2.10	ns
4. The use of black models in advertisements other than for black-oriented products has a positive social impact on racial relations in our society.	2.50	2.56	ns
5. The general nature of the various sex appeals found in advertising does not promote a normal and healthy attitude towards sex in our society.	3.03	3.04	ns
6. Scenes depicting violence within advertisements contribute to violence in our country.	2.95	2.56	.01
7. Advertiser's use of "snob appeals" glamourizes the higher social classes to the detriment of the lower social classes.	3.30	3.01	.05
8. Advertiser's use of "snob appeals" motivates people to raise themselves to a higher social class.	2.87	3.03	ns
9. Product puffery found in advertising influences our "puffing the truth" in other areas of interpersonal relations.	2.99	2.73	.05
10. Advertisers portrayal of married life as continuing problems solved by the purchasing of products misrepresents the general relationship of married couples.	2.46	2.15	.02
11. Advertisers portrayal of life as continuing problems solved by the purchasing of products misrepresents the value of purchasing products.	2.67	2.17	.001

(Continued)

(CONTINUED)

Concepts	Advertising Executive (n=112)	Business Executive (n=144)	t-test Significance Level
12. The expression of love in advertisements as the spending of money and the giving of goods influences us to express our love feelings in this manner.	2.63	2.33	.02
13. The advertising of personal hygiene products has transformed us into a society overly concerned about body odors and cleanliness.	2.96	3.01	ns
14. Through the purchasing of time and space, advertising agencies have an influence upon the survival of mass media vehicles and therefore have an influence over mass media content.	3.03	2.22	.001
15. False, misleading, or exaggerated claims found in advertising harm the sales for that product in the long run.	1.83	2.28	.001
16. The use of advertising contributes to the freedom of speech in our society.	2.05	2.53	.001
17. The limited amounts of information given in advertisements tends to make the consumer think superficially about products or issues.	3.12	2.35	.001
18. Advertising appeals promote happiness that can be satisfied mainly by materialistic gain.	2.91	2.52	.01
19. Over-the-counter drug advertising contributes to our drug oriented society.	2.91	2.88	ns
20. Various appeals found in advertisements promote conformity to others social lifestyles.	2.42	2.43	ns
21. The emphasis on youth in advertisements contributes to the belief that older individuals are no longer an integral part of our society.	3.28	3.10	ns
22. Consumers are reinforced to be wasteful of our material resources in many cases through advertisements.	2.94	2.56	.01

(Continued)

(CONTINUED)

Concepts	Advertising Executive (n=112)	Business Executive (n=144)	t-test Significance Level
23. The use of fear appeals in advertising has increased the level of general anxiety feelings in our society.	3.32	2.96	.01
24. I am highly interested in serving the social needs of the public.	2.29	2.53	.05
25. Advertisers are highly interested in serving the social needs of the public.	3.28	3.90	.001
TOTAL SCORES (Total for items 1-23)	63.38	59.12	.01

Table #2

Mean Score Comparisons For Advertising Executives, Business Executives, and General Public For Perceived Social Effects of Advertising
(1-5 Scale, 1 = Strongly Agree)
(N = 553)

Concepts	Advertising Executive (n=112)	Business Executive (n=140)	General Public (n=297)	t-test Significance Level
(1) Dramatizing War Confuses Children	2.11[a]	2.10[b]	2.53[ab]	aa-.001 bb-.001
(2) Emphasizing Youth Degrades the Old	3.29	3.10	3.22	ns
(3) Limited Information Limits Deep Thought	3.12[ab]	2.35[a]	2.44[b]	aa-.001 bb-.001
(4) Using Black Models Improves Racial Relations	2.50[a]	2.56[b]	2.82[ab]	aa-.01 bb-.02
(5) Drug Ads Contribute to Drug Problem	2.91	2.88	2.78	ns
(6) Violence in Ads Contributes to Violence in Society	2.95[ab]	2.56[a]	2.51[b]	aa-.01 bb-.001
(7) Fear Appeals in Ads Increase Anxiety in Society	3.32[ab]	2.96[ac]	2.43[bc]	aa-.01 bb-.001 cc-.001
(8) Advertising Misrepresents the Value of a Product When Shown as Solving Life's Problems	2.67[a]	2.17[ab]	2.64[b]	aa-.001 bb-.001
Advertisers are Interested in Serving the Social Needs of the Public.	3.28[ab]	3.90[ac]	3.55[bc]	aa-.001 bb-.02 cc-.05
Authoritarian Scores (10-50 Scale, 10 = high authoritarian)	27.71[a]	26.90	26.66[a]	aa-.05

Table #3

Mean Score Comparisons By Advertising Executive Authoritarian Subgroups For Perceived Social Effect of Advertising
(1-5 Scale, 1 = Strongly Agree)
(N = 112)

Concepts	High Authoritarian (n=41)	Middle Authoritarian (n=39)	Low Authoritarian (n=32)	t-test Significance Level
1. The use of vanity appeals while advertising cosmetic, diet, or other such items does not give the consumer a balanced view of the importance or value of physical beauty.	2.44[a]	2.87[a]	2.78	aa-.05
2. The misuse of the English language in advertisements affect the everyday use of the language.	2.15[a]	2.46	2.66[a]	aa-.05
3. Dramatizing war scenes to advertise childrens war toys, dolls, and games, confuse children as to the nature of real war.	1.93	2.33	2.06	ns
4. The use of black models in advertisements other than for black-oriented products has a positive social impact on racial relations in our society.	2.51	2.62	2.34	ns
5. The general nature of the various sex appeals found in advertising does not promote a normal and healthy attitude towards sex in our society.	2.88	3.26	2.94	ns
6. Scenes depicting violence within advertisements contribute to violence in our country.	2.63	3.15[a]	3.09	aa-.05
7. Advertiser's use of "snob appeals" glamourizes the higher social classes to the detriment of the lower social classes.	2.90[a]	3.62[a]	3.44	aa-.01
8. Advertiser's use of "snob appeals" motivates people to raise themselves to a higher social class.	2.78	2.82	3.03	ns
9. Product puffery found in advertising influences our "puffing the truth" in other areas of interpersonal relations.	2.80	3.15	3.03	ns
10. Advertisers portrayal of married life as continuing problems solved by the purchasing of products misrepresents the general relationship of married couples.	2.32	2.74	2.31	ns
11. Advertisers portrayal of life as continuing problems solved by the purchasing of products misrepresents the value of purchasing products.	2.39[a]	2.77	2.91[a]	aa-.05

(Continued)

#3
(CONTINUED)

Concepts	High Authoritarian (n=41)	Middle Authoritarian (n=39)	Low Authoritarian (n=32)	t-test Significance Level
12. The expression of love in advertisements as the spending of money and the giving of goods influences us to express our love feelings in this manner.	2.39	2.80	2.75	ns
13. The advertising of personal hygiene products has transformed us into a society overly concerned about body odors and cleanliness.	2.85	3.18	2.84	ns
14. Through the purchasing of time and space, advertising agencies have an influence upon the survival of mass media vehicles and therefore have an influence over mass media content.	2.85	3.15	3.09	ns
15. False, misleading, or exaggerated claims found in advertising harm the sales for that product in the long run.	1.80	1.90	1.78	ns
16. The use of advertising contributes to the freedom of speech in our society.	2.15	1.95	2.06	ns
17. The limited amounts of information given in advertisements tends to make the consumer think superficially about products or issues.	2.83[a]	3.18	3.44[a]	aa-.02
18. Advertising appeals promote happiness that can be satisfied mainly by materialistic gain.	2.93	3.15[a]	2.59[a]	aa-.05
19. Over-the-counter drug advertising contributes to our drug oriented society.	2.86	3.08	2.78	ns
20. Various appeals found in advertisements promote conformity to others social lifestyles.	2.37	2.56	2.31	ns
21. The emphasis on youth in advertisements contributes to the belief that older individuals are no longer an integral part of our society.	3.10	3.56	3.19	ns
22. Consumers are reinforced to be wasteful of our material resources in many cases through advertisements.	2.61[a]	3.26[a]	2.97	aa-.02

(Continued)

#3
(CONTINUED)

Concepts	High Authoritarian (n=41)	Middle Authoritarian (n=39)	Low Authoritarian (n=32)	t-test Significance Level
23. The use of fear appeals in advertising has increased the level of general anxiety feelings in our society.	3.15	3.41	3.44	ns
24. I am highly interested in serving the social needs of the public.	2.39	2.18	2.31	ns
25. Advertisers are highly interested in serving the social needs of the public.	3.17	3.26	3.47	ns
TOTAL (Concepts #1 through #23)	59.61[a]	66.97[a]	63.84	aa-.01

Table #4

Mean Score Comparisons for Advertising Executives by Area of Specialty in the Field For Perception of Social Effect Responses

(1-5 Scale, 1 = Strongly Agree)
(N = 144)

Concepts	Account Work (n=46)	Media or Research (n=19)	Copy (n=21)	Production or "Other" (n=26)	t-test Significance Level
1. The use of vanity appeals while advertising cosmetic, diet, or other such items does not give the consumer a balanced view of the importance or value of physical beauty.	2.76	2.68	2.48	2.73	ns
2. The misuse of the English language in advertisements affect the everyday use of the language.	2.39	2.79[a]	2.52	2.04[a]	aa-.02
3. Dramatizing war scenes to advertise childrens war toys, dolls, and games, confuse children as to the nature of real war.	2.11	2.16	1.95	2.19	ns
4. The use of black models in advertisements other than for black-oriented products has a positive social impact on racial relations in our society.	2.41	2.79	2.48	2.46	ns
5. The general nature of the various sex appeals found in advertising does not promote a normal and healthy attitude towards sex in our society.	3.28	2.79	3.05	2.73	ns
6. Scenes depicting violence within advertisements contribute to violence in our country.	2.98	2.74	3.24	2.81	ns
7. Advertiser's use of "snob appeals" glamourizes the higher social classes to the detriment of the lower social classes.	3.56	3.16	3.14	3.08	ns
8. Advertiser's use of "snob appeals" motivates people to raise themselves to a higher social class.	2.83	2.74	2.86	3.04	ns
9. Product puffery found in advertising influences our "puffing the truth" in other areas of interpersonal relations.	3.15	2.95	2.86	2.85	ns
10. Advertisers portrayal of married life as continuing problems solved by the purchasing of products misrepresents the general relationship of married couples.	2.70[a]	2.16[a]	2.24	2.46	aa-.05
11. Advertisers portrayal of life as continuing problems solved by the purchasing of products misrepresents the value of purchasing products.	2.83	2.58	2.71	2.42	ns

(Continued)

#4
(CONTINUED)

Concepts	Account Work (n=46)	Media or Research (n=19)	Copy (n=21)	Production or "Other" (n=26)	t-test Significance Level
12. The expression of love in advertisements as the spending of money and the giving of goods influences us to express our love feelings in this manner.	2.78	2.53	2.43	2.62	ns
13. The advertising of personal hygiene products has transformed us into a society overly concerned about body odors and cleanliness.	3.22	2.68	2.90	2.77	ns
14. Through the purchasing of time and space, advertising agencies have an influence upon the survival of mass media vehicles and therefore have an influence over mass media content.	3.35[a]	2.89	2.86	2.69[a]	aa-.05
15. False, misleading, or exaggerated claims found in advertising harm the sales for that product in the long run.	1.83	1.74	1.81	1.92	ns
16. The use of advertising contributes to the freedom of speech in our society.	1.87	2.10	2.24	2.19	ns
17. The limited amounts of information given in advertisements tends to make the consumer think superficially about products or issues.	3.26	3.10	2.90	3.08	ns
18. Advertising appeals promote happiness that can be satisfied mainly by materialistic gain.	3.13[a]	3.00	2.48[a]	2.81	aa-.02
19. Over-the-counter drug advertising contributes to our drug oriented society.	3.15[a]	2.84	2.86	2.58[a]	aa-.05
20. Various appeals found in advertisements promote conformity to others social lifestyles.	2.54	2.47	2.14	2.38	ns
21. The emphasis on youth in advertisements contributes to the belief that older individuals are no longer an integral part of our society.	3.70[ab]	2.84[a]	2.76[b]	3.31	aa-.01 bb-.01
22. Consumers are reinforced to be wasteful of our material resources in many cases through advertisements.	3.22[a]	3.10[b]	2.86	2.38[ab]	aa-.01 bb-.05

(Continued)

#4
(CONTINUED)

Concepts	Account Work (n=46)	Media or Research (n=19)	Copy (n=21)	Production or "Other" (n=26)	t-test Significance Level
23. The use of fear appeals in advertising has increased the level of general anxiety feelings in our society.	3.63[a]	2.84[a]	3.24	3.19	aa-.01
24. I am highly interested in serving the social needs of the public.	2.22	2.53	2.28	2.27	ns
25. Advertisers are highly interested in serving the social needs of the public.	3.11[a]	3.21	3.38	3.58[a]	aa-.05
TOTAL (Concept #1 through #23)	66.67[ab]	61.68	61.00[a]	60.73[b]	aa-.05 bb-.05

Table #5

Mean Score Comparison by Public Authoritarian Subgroups For Perceived Social Effects of Advertising

(1-5 Scale, 1 = Strongly Agree)
(1 = Most negative rating of advertising's social effect)
(N = 297)

Concepts	High Authoritarian (n=111)	Middle Authoritarian (n=98)	Low Authoritarian (n=88)	t-test Significance Level
(1) Dramatizing war scenes to advertise children's war toys does not confuse children as to the nature of real war.	2.58	2.46	2.54	ns
(2) Advertisements emphasizing youth leads to a belief that older individuals are no longer an integral part of our society.	3.09	3.33	3.28	ns
(3) The limited amounts of information given in advertisements tends to make the public not think deeply about products or issues.	2.45	2.55	2.31	ns
(4) The appeals made in advertisements do not encourage us to overly indulge ourselves.	2.77[a]	2.58[b]	2.28[ab]	aa-.001 bb-.05
(5) The use of black models in advertisements does not have a positive social impact on racial relations in our society.	3.20	3.23	3.10	ns
(6) The advertising of non-prescription remedies contributes to a drug-oriented society.	2.77	2.90	2.67	ns

(Continued)

#5
(CONTINUED)

Concepts	High Authoritarian (n=111)	Middle Authoritarian (n=98)	Low Authoritarian (n=88)	t-test Significance Level
(7) Scenes depicting violence within advertisements do not contribute to violence within our society.	2.50	2.47	2.57	ns
(8) The method by which female models are used in advertisements encourages the equality of females in our society.	3.17[ab]	2.86[ac]	2.39[bc]	aa-.05 bb-.001 cc-.001
(9) Advertising that plays on a person's fears increases the general level of anxiety in our society.	2.39	2.53	2.38	ns
(10) The worth of advertised products is not misrepresented when shown as a method of solving life's continuing problems.	2.72	2.70	2.46	ns
(11) Advertising does not tend to shape society's value system.	2.68[a]	2.51[b]	2.23[ab]	aa-.001 bb-.05
(12) Advertisers are highly interested in serving the social needs of the public.	2.76[a]	2.50[b]	1.99[ab]	aa-.001 bb-.001
My friends tend to share my values and philosophies. (5=Agree)	3.41[a]	3.31	3.06[a]	aa-.01
In this complicated world of ours the only way we can know what's going on is to rely on leaders or experts who can be trusted. (5=Agree)	3.80[ab]	3.24[ac]	2.43[bc]	aa-.001 bb-.001 cc-.001

Table #6

Mean Score Comparisons for the General Public by Age Subgroupings For the Perception of Advertising's Social Effect Responses

(1-5 Scale, 1 = Strongly Agree)
(1 = Most negative rating of advertising's social effect)
(N = 297)

Concepts	30 yrs. and Younger (n=104)	31-40 yrs. (n=63)	41-50 yrs. (n=55)	51+ yrs. (n=75)	t-test Significance Level
(1) Dramatizing war scenes to advertise war toys confuse children as to the nature of real war.	2.44	2.51	2.62	2.61	ns
(2) The use of youth in advertisements deemphasizes the importance of older individuals.	3.34	3.13	3.25	3.13	ns
(3) Limited information in advertisements tends to make the public not think deeply about products or issues.	2.38	2.52	2.51	2.41	ns
(4) Appeals in advertisements encourage us to overly indulge ourselves.	2.43[a]	2.52	2.54	2.80[a]	aa-.02
(5) Black models in advertisements do not have a positive social impact on race relations.	3.22	3.22	3.11	3.15	ns
(6) Advertising of non-prescription remedies contributes to a drug-oriented society.	2.69	2.89	2.58	2.97	ns
(7) Violence in advertisements contribute to violence in our society.	2.45	2.51	2.53	2.57	ns
(8) The method by which females are used in advertisements does not encourage equality of females in our society.	2.68[a]	2.81	2.89	3.03[a]	aa-.05
(9) Advertising that plays on a person's fears increases the general level of anxiety in our society.	2.49	2.44	2.34	2.40	ns

#6
(CONTINUED)

Concepts	30 yrs. and Younger (n=104)	31-40 yrs. (n=63)	41-50 yrs. (n=55)	51+ yrs. (n=75)	t-test Significance Level
(10) Products are misrepresented when advertised as a method of solving life's continuing problems.	2.48[a]	2.63	2.76	2.77[a]	aa-.05
(11) Advertising tends to shape society's value system.	2.39[a]	2.44	2.38[b]	2.75[ab]	aa-.02 bb-.05
(12) Advertisers are not interested in serving the social needs of the public.	2.44	2.30[a]	2.27[b]	2.71[ab]	aa-.05 bb-.05
My friends tend to share my values and philosophies. (1-5 Scale, 5=Strongly Agree)	3.07[ab]	3.40[a]	3.29	3.44[b]	aa-.05 bb-.02
Authoritarian scores (lower the score=higher authoritarian)	27.96[a]	26.90[b]	27.24[c]	24.24[abc]	aa-.001 bb-.001 cc-.001

Table #7

Mean Score Comparisons for the General Public by Education Subgroupings For the Perception of Advertising's Social Effect Responses

(1-5 Scale, 1 = Strongly Agree)
(1 = Most negative rating of advertising's social effect)
(N = 297)

Concepts	Less than High School (n=41)	Completed High School (n=84)	Some College (n=91)	Completed College (n=81)	t-test Significance Level
(1) Dramatizing war scenes to advertise children's war toys does not confuse children as to the nature of real war.	2.93[abc]	2.52[a]	2.47[b]	2.41[c]	aa-.05 bb-.02 cc-.02
(2) Advertisements emphasizing youth leads to a belief that older individuals are no longer an integral part of our society.	3.22	3.24	3.33	3.10	ns
(3) The limited amounts of information given in advertisements tends to make the public not think deeply about products or issues.	2.68	2.50	2.40	2.31	ns
(4) The appeals made in advertisements do not encourage us to overly indulge ourselves.	3.10[ab]	2.78[cd]	2.41[ac]	2.25[bd]	aa-.001 bb-.001 cc-.02 dd-.001
(5) The use of black models in advertisements does not have a positive social impact on racial relations in our society.	3.34[a]	2.90[abc]	3.20[b]	3.37[c]	aa-.02 bb-.05 cc-.01
(6) The advertising of non-prescription remedies contributes to a drug-oriented society.	2.98	2.90	2.78	2.57	ns

(Continued)

#7
(CONTINUED)

Concepts	Less than High School (n=41)	Completed High School (n=84)	Some College (n=91)	Completed College (n=81)	t-test Significance Level
(7) Scenes depicting violence within advertisements do not contribute to violence within our society.	2.98[abc]	2.51[a]	2.46[b]	2.32[c]	aa-.05 bb-.01 cc-.001
(8) The method by which female models are used in advertisements encourages the equality of females in our society.	3.20[a]	3.07[b]	2.82[c]	2.42[abc]	aa-.001 bb-.001 cc-.01
(9) Advertising that plays on a person's fears increases the general level of anxiety in our society.	2.63[a]	2.51[b]	2.47[c]	2.20[abc]	aa-.01 bb-.05 cc-.05
(10) The worth of advertised products is not misrepresented when shown as a method of solving life's continuing problems.	2.90[a]	2.67	2.64	2.48[a]	aa-.05
(11) Advertising does not tend to shape society's value system.	2.90[ab]	2.58[c]	2.52[ad]	2.16[bcd]	aa-.05 bb-.001 cc-.01 dd-.02
(12) Advertisers are highly interested in serving the social needs of the public.	3.32[abc]	2.58[ad]	2.41[be]	1.91[cde]	aa-ee all at .001
My friends tend to share my values and philosophies. (5=Agree)	3.39	3.10[a]	3.22	3.46[a]	aa-.02
Authoritarian Scores (Lower the score = higher authoritarian)	22.34[abc]	25.11[ade]	27.81[bd]	29.17[ce]	aa-ee all at .001

Table #8

Mean Score Comparisons for the General Public by Socioeconomic Status Level Subgroupings For the Perception of Advertising's Social Effect Responses
(1-5 Scale, 1 = Strongly Agree)
(1 = Most negative rating of advertising's social effect)
(N = 297)

Concepts	High SES (n=57)	Middle SES (n=145)	Low SES (n=72)	t-test Significance Level
(1) Dramatizing war scenes to advertise children's war toys does not confuse children as to the nature of real war.	2.42	2.48	2.78	ns
(2) Advertisements emphasizing youth leads to a belief that older individuals are no longer an integral part of our society.	3.16	3.21	3.18	ns
(3) The limited amounts of information given in advertisements tends to make the public not think deeply about products or issues.	2.23[a]	2.45	2.60[a]	aa-.05
(4) The appeals made in advertisements do not encourage us to overly indulge ourselves.	2.26[a]	2.51[b]	2.86[ab]	aa-.001 bb-.02
(5) The use of black models in advertisements does not have a positive social impact on racial relations in our society.	3.18	3.19	3.22	ns
(6) The advertising of non-prescription remedies contributes to a drug-oriented society.	2.65	2.77	2.99	ns

(Continued)

#8
(CONTINUED)

Concepts	High SES (n=57)	Middle SES (n=145)	Low SES (n=72)	t-test Significance Level
(7) Scenes depicting violence within advertisements do not contribute to violence within our society.	2.53	2.39[a]	2.71[a]	aa-.05
(8) The method by which female models are used in advertisements encourages the equality of females in our society.	2.49[ab]	2.87[ac]	3.18[bc]	aa-.02 bb-.001 cc-.05
(9) Advertising that plays on a person's fears increases the general level of anxiety in our society.	2.28[a]	2.45	2.60[a]	aa-.05
(10) The worth of advertised products is not misrepresented when shown as a method of solving life's continuing problems.	2.60	2.63	2.71	ns
(11) Advertising does not tend to shape society's value system.	2.37[a]	2.40[b]	2.71[ab]	aa-.05 bb-.05
(12) Advertisers are highly interested in serving the social needs of the public.	2.18[a]	2.31[b]	2.99[ab]	aa-.001 bb-.001
My friends tend to share my values and philosophies. (5=Agree)	3.40	3.31	3.11	ns
Authoritarian Scores (Lower the score = higher authoritarian)	27.95[a]	27.28[b]	24.43[ab]	aa-.001 bb-.001

Table #9

Mean Score Comparisons by Advertising and Business Executives For Perceived Advertiser Behavior
(1-5 Scale, 1 = Strongly Agree)
(N = 256)

Concepts	Advertising Executive (n=112)	Business Executive (n=144)	t-test Significance Level
1. Advertisers, in many cases use vanity appeals to advertise cosmetic, diet, or other similar products.	1.65	1.65	ns
2. Advertisers, in many cases, would misuse the English language in order to advertise a product.	2.42	2.08	.01
3. Advertisers, in many cases, dramatize war scenes to advertise children's wa toys, dolls, and games.	2.63	2.40	ns
4. Advertisers, generally, do not use black models in advertisements other than for black oriented products.	3.69	3.69	ns
5. Advertisers, in many cases, use sex appeals in their advertisements.	1.88	1.64	.01
6. Advertisers, in many cases, use scenes depicting violence in their advertisements.	3.52	2.90	.001
7. Advertisers, in many cases, use "snob appeal" in their advertisements.	2.11	2.05	ns
8. Advertisers, in many cases, use puffery in their advertisements.	2.05	2.01	ns
9. Advertisers, in many cases, portray married life as problems that can be solved by the purchasing of products or services.	2.45	2.17	.02
10. Advertisers, in many cases, portra love as the spending of money and the giving of goods.	2.33	1.94	.001
11. Advertisers, in many cases, use fear appeals in their advertisements.	2.73	2.54	ns
12. Advertisers, in many cases, show resources being wastefully used in their advertisements.	3.06	2.67	.01
13. Advertisers, in many cases, use young people in their advertisements to the exclusion of older individuals.	2.53	2.33	ns
TOTALED SCORES	33.05	30.08	.001
Advertisers more interested in serving public than 10 yrs. ago (1-5, 1=a lot more interested)	2.01	2.67	.001

Table #10

Mean Score Comparisons by Advertising Executive Authoritarian Subgroups For Perceived Advertiser Behavior
(1-5 Scale, 1 = Strongly Agree)
(N = 112)

Concepts	Total Mean	High Authoritarian (n=41)	Middle Authoritarian (n=39)	Low Authoritarian (n=32)	t-test Significance Level
1. Advertisers, in many cases use vanity appeals to advertise cosmetic, diet, or other similar products.	1.65	1.61	1.72	1.62	ns
2. Advertisers, in many cases, would misuse the English language in order to advertise a product.	2.42	2.44	2.33	2.50	ns
3. Advertisers, in many cases, dramatize war scenes to advertise children's war toys, dolls, and games.	2.63	2.39[a]	2.72	2.84[a]	aa-.05
4. Advertisers, generally, do not use black models in advertisements other than for black oriented products.	3.69	3.83	3.74	3.44	ns
5. Advertisers, in many cases, use sex appeals in their advertisements.	1.88	1.80	1.95	1.91	ns
6. Advertisers, in many cases, use scenes depicting violence in their advertisements.	3.52	3.17[ab]	3.72[a]	3.72[b]	aa-.02 bb-.02
7. Advertisers, in many cases, use "snob appeal" in their advertisements.	2.11	2.00	2.18	2.16	ns
8. Advertisers, in many cases, use puffery in their advertisements.	2.05	2.02	2.15	1.97	ns
9. Advertisers, in many cases, portray married life as problems that can be solved by the purchasing of products or services.	2.45	2.34	2.62	2.38	ns
10. Advertisers, in many cases, portray love as the spending of money and the giving of goods.	2.33	2.17[a]	2.64[ab]	2.16[b]	aa-.05 bb-.05
11. Advertisers, in many cases, use fear appeals in their advertisements.	2.73	2.68	2.97[a]	2.50[a]	aa-.05
12. Advertisers, in many cases, show resources being wastefully used in their advertisements.	3.06	2.73[ab]	3.28[a]	3.22[b]	aa-.02 bb-.05
13. Advertisers, in many cases, use young people in their advertisements to the exclusion of older individuals.	2.53	2.36[a]	2.87[ab]	2.31[b]	aa-.05 bb-.05
TOTAL		31.56[a]	34.90[a]	32.72	aa-.05

Table #11

Mean Score Comparisons for Advertising Executives by Area of Specialty in the Field For Perceived Advertiser Behavior
(1-5 Scale, 1 = Strongly Agree)
(N = 112)

Concepts	Account Work (n=46)	Media or Research (n=19)	Copy (n=21)	Production or "Other" (n=26)	t-test Significance Level
1. Advertisers, in many cases use vanity appeals to advertise cosmetic, diet, or other similar products.	1.72	1.79[a]	1.43	1.62	aa-.02
2. Advertisers, in many cases, would misuse the English language in order to advertise a product.	2.46	2.32	2.43	2.42	ns
3. Advertisers, in many cases, dramatize war scenes to advertise children's war toys, dolls, and games.	2.74[a]	2.10[abc]	2.67[b]	2.81[c]	aa-.02 bb-.05 cc-.05
4. Advertisers, generally, do not use black models in advertisements other than for black oriented products.	3.83	3.47	3.38	3.85	ns
5. Advertisers, in many cases, use sex appeals in their advertisements.	1.96	1.89	1.71	1.88	ns
6. Advertisers, in many cases, use scenes depicting violence in their advertisements.	3.61	3.26	3.57	3.50	ns
7. Advertisers, in many cases, use "snob appeal" in their advertisements.	2.09	1.89[a]	1.95	2.42[a]	aa-.05
8. Advertisers, in many cases, use puffery in their advertisements.	2.02	1.95	1.95	2.27	ns
9. Advertisers, in many cases, portray married life as problems that can be solved by the purchasing of products or services.	2.67[a]	2.00[a]	2.43	2.38	aa-.02
10. Advertisers, in many cases, portray love as the spending of money and the giving of goods.	2.54	2.05	2.14	2.31	ns
11. Advertisers, in many cases, use fear appeals in their advertisements.	2.74	2.84	2.76	2.62	ns
12. Advertisers, in many cases, show resources being wastefully used in their advertisements.	3.15	3.05	3.24	2.77	ns
13. Advertisers, in many cases, use young people in their advertisements to the exclusion of older individuals.	2.76[a]	2.37	2.05[a]	2.62	aa-.02
TOTAL	34.28	31.00	31.71	33.46	ns

Table #12

Mean Score Comparisons by Advertising Executive Authoritarian Subgroups For Self-Reported Behavior
(1-5 Scale, 1 = Strongly Agree)
(N = 112)

Concepts	Total Mean	High Authoritarian (n=41)	Middle Authoritarian (n=39)	Low Authoritarian (n=32)	t-test Significance Level
1. I would use a vanity appeal to advertise cosmetic, diet, or other similar products.	2.05	2.02	2.13	2.00	ns
2. I would misuse the English language in order to advertise a product.	3.29	3.66[a]	3.05[a]	3.12	aa-.02
3. I would dramatize war scenes to advertise children's war toys, dolls, and games.	4.04	4.00	3.97	4.16	ns
4. I would not use black models in advertisements other than for black oriented products.	3.94	3.80[a]	3.74[b]	4.34[ab]	aa-.02 bb-.01
5. I would use a sex appeal in an advertisement.	2.34	2.46	2.26	2.28	ns
6. I would use scenes depicting violence in my advertisements.	4.01	4.22	4.00	3.75	ns
7 I would use "snob appeals" in my advertisements.	2.61	2.71	2.51	2.59	ns
8. I would use puffery in my advertisements.	3.29	3.44	3.18	3.25	ns
9. I would portray married life as problems that can be solved by the purchasing of products.	3.79	3.78	3.82	3.78	ns
10. I would portray love in an advertisement as the spending of money and giving of goods.	3.54	3.49	3.69	3.41	ns
11. I would use fear appeals in my advertisements.	3.59	3.58	3.85[a]	3.28[a]	aa-.05
12. I would use people being wasteful of material resources in an advertisement.	4.07	4.02	4.15	4.03	ns
TOTAL		41.20	40.36	40.00	ns

Table #13

Mean Score Comparisons for Advertising Executives by Major in College for Self-Reported Behavior
(1-5 Scale, 1 = Strongly Agree)
(N = 112)

Concepts	Journalism (n=31)	Business (n=16)	Liberal Arts (n=29)	Combination or "Other" (n=16)	t-test Significance Levels
1. I would use a vanity appeal to advertise cosmetic, diet, or other similar products.	2.00	2.00	2.21	1.88	ns
2. I would misuse the English language in order to advertise a product.	3.29	2.69	3.28	3.44	ns
3. I would dramatize war scenes to advertise children's war toys, dolls, and games.	3.90	3.69[a]	4.34[a]	4.06	aa-.05
4. I would not use black models in advertisements other than for black oriented products.	3.77[a]	4.00	4.38[ab]	3.69[b]	aa-.02 bb-.02
5. I would use a sex appeal in an advertisement.	2.22	2.06	2.45	2.38	ns
6. I would use scenes depicting violence in my advertisements.	4.03	3.69[a]	3.93	4.44[a]	aa-.05
7. I would use "snob appeals" in my advertisements.	2.32[a]	2.25[b]	2.96[ab]	2.50	aa-.05 bb-.05
8. I would use puffery in my advertisements.	3.06[a]	3.00[b]	3.59[ab]	3.12	aa-.05 bb-.05
9. I would portray married life as problems that can be solved by the purchasing of products.	3.64	3.50[a]	4.14[a]	3.75	aa-.05
10. I would portray love in an advertisement as the spending of money and giving of goods.	3.39	3.56	3.59	3.81	ns
11. I would use fear appeals in my advertisements.	3.39	2.81[ab]	3.59[a]	3.88[b]	aa-.05 bb-.01
12. I would use people being wasteful of material resources in an advertisement.	3.94	3.75	4.21	4.06	ns
TOTAL	38.97	37.00[ab]	42.66[a]	41.00[b]	aa-.02 bb-.05

Table #14

Mean Score Comparison by Advertising Executives to Perceived Advertiser Behavior and Self-Reported Behavior

(1-5 Scale, 1 = Strongly Agree)
(N = 112)

Concepts	Advertiser Behavior	Self-Reported Behavior	t-test Significance Level
1. I would use a vanity appeal to advertise cosmetic, diet, or other similar products.	1.65	2.05	.001
2. I would misuse the English language in order to advertise a product.	2.42	3.29	.001
3. I would dramatize war scenes to advertise children's war toys, dolls, and games.	2.63	4.04	.001
4. I would not use black models in advertisements other than for black oriented products	3.69	3.94	.05
5. I would use a sex appeal in an advertisement.	1.88	2.34	.001
6. I would use scenes depicting violence in my advertisements.	3.52	4.01	.001
7 I would use "snob appeals" in my advertisements.	2.11	2.61	.001
8. I would use puffery in my advertisements.	2.05	3.29	.001
9. I would portray married life as problems that can be solved by the purchasing of products.	2.45	3.79	.001
10. I would portray love in an advertisement as the spending of money and giving of goods.	2.33	3.54	.001
11. I would use fear appeals in my advertisements.	2.73	3.59	.001
12. I would use people being wasteful of material resources in an advertisement.	3.06	4.07	.001

Table #15

Mean Score Comparisons for Advertising Executives by Area of Specialty in the Field for Biodata
(Only between group differences are noted)
(N = 112)

	Account Work (n=46)	Media or Research (n=19)	Copy (n=21)	Production or "Other" (n=26)	t-test Significance Level
(1) Feel about giving a speech (1-5, higher score denotes a more positive feeling)	4.28[abc]	3.47[a]	3.67[b]	3.62[c]	aa-.01 bb-.02 cc-.01
(2) When solving a problem fraction of time consulting other (1-5, higher score denotes consulting others more)	2.02[a]	1.79	1.90	1.58[a]	aa-.02
(3) How well tolerate rules (1-5, higher score denotes less tolerance)	2.09[a]	2.32[b]	3.00[abc]	2.31[c]	aa-.001 bb-.05 cc-.02
(4) Importance of a clearly defined goal & reward system (1-5, higher score denotes less importance)	1.67[a]	2.00	1.90	2.19[a]	aa-.02
(5) Advertiser's interest in serving society now compared to 10 yrs. ago (1-5, higher score denotes less interest)	1.89[a]	1.89	2.05	2.27[a]	aa-.05
(6) Businessmen more important than artist & professors (1-5, higher score denotes less agreement)	3.37[a]	3.32[b]	3.71	3.92[ab]	aa-.02 bb-.05
Variables which could be used as a casual inferential base:					
(7) Parents would give affection after doing something well (1-5, higher score denotes less attention)	2.80[a]	2.32	1.86[ab]	2.73[b]	aa-.01 bb-.01
(8) Relationship to father (1-4, higher score denotes less closeness)	2.28	2.00[a]	2.05[b]	2.62[ab]	aa-.05 bb-.05
(9) Relationship to mother (1-4, higher score denotes less closeness)	2.17	1.84[a]	1.86[b]	2.38[ab]	aa-.05 bb-.05

ATLANTA ADVERTISING PRACTITIONER QUESTIONNAIRE

This questionnaire is designed with specific instructions for each section. Please read each set of instructions carefully and answer each statement. Allow yourself enough time to finish the entire questionnaire at one sitting. Answer each question as honestly as possible with the first response that comes to mind. Please do not go back and change any answers.

The statements in this questionnaire are a compilation of ideas found in current articles, books, and other literature dealing with what people are saying about advertising. What is your personal response to these statements? Let the advertising practitioner's point of view be known.

The statements in this section deal with specific comments relating to advertising within several areas. On a five-point scale ranging from "Strongly Agree" to "Strongly Disagree" check the space which most closely rates your personal agreement-disagreement with each statement.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
1. The use of vanity appeals while advertising cosmetic, diet, or other such items does not give the consumer a balanced view of the importance or value of physical beauty.					
2. The misuse of the English language in advertisements affect the everyday use of the language.					
3. Dramatizing war scenes to advertise childrens war toys, dolls, and games, confuse children as to the nature of real war.					
4. The use of black models in advertisements other than for black-oriented products has a positive social impact on racial relations in our society.					
5. The general nature of the various sex appeals found in advertising does not promote a normal and healthy attitude towards sex in our society.					
6. Scenes depicting violence within advertisements contribute to violence in our country.					
7. Advertiser's use of "snob appeals" glamourizes the higher social classes to the detriment of the lower social classes.					
8. Advertiser's use of "snob appeals" motivates people to raise themselves to a higher social class.					
9. Product puffery found in advertising influences our "puffing the truth" in other areas of interpersonal relations.					
10. Advertisers portrayal of married life as continuing problems solved by the purchasing of products misrepresents the general relationship of married couples.					
11. Advertisers portrayal of life as continuing problems solved by the purchasing of products misrepresents the value of purchasing products.					

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
12. The expression of love in advertisements as the spending of money and the giving of goods influences us to express our love feelings in this manner.					
13. The advertising of personal hygiene products has transformed us into a society overly concerned about body odors and cleanliness.					
14. Through the purchasing of time and space, advertising agencies have an influence upon the survival of mass media vehicles and therefore have an influence over mass media content.					
15. False, misleading, or exaggerated claims found in advertising harm the sales for that product in the long run.					
16. The use of advertising contributes to the freedom of speech in our society.					
17. The limited amounts of information given in advertisements tends to make the consumer think superficially about products or issues.					
18. Advertising appeals promote happiness that can be satisfied mainly by materialistic gain.					
19. Over-the-counter drug advertising contributes to our drug oriented society.					
20. Various appeals found in advertisements promote conformity to others social lifestyles.					
21. The emphasis on youth in advertisements contributes to the belief that older individuals are no longer an integral part of our society.					
22. Consumers are reinforced to be wasteful of our material resources in many cases through advertisements.					
23. The use of fear appeals in advertising has increased the level of general anxiety feelings in our society.					
24. I am highly interested in serving the social needs of the public.					
25. Advertisers are highly interested in serving the social needs of the public.					

The statements in this section deal with how you feel advertisers, in many cases, perform. On a five-point scale ranging from "Strongly Agree" to "Strongly Disagree" check the space which most closely rates your personal agreement-disagreement with each statement.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
1. Advertisers, in many cases use vanity appeals to advertise cosmetic, diet, or other similar products.					
2. Advertisers, in many cases, would misuse the English language in order to advertise a product.					
3. Advertisers, in many cases, dramatize war scenes to advertise children's war toys, dolls, and games.					
4. Advertisers, generally, do not use black models in advertisements other than for black oriented products.					
5. Advertisers, in many cases, use sex appeals in their advertisements.					
6. Advertisers, in many cases, use scenes depicting violence in their advertisements.					
7. Advertisers, in many cases, use "snob appeal" in their advertisements.					
8. Advertisers, in many cases, use puffery in their advertisements.					
9. Advertisers, in many cases, portray married life as problems that can be solved by the purchasing of products or services.					
10. Advertisers, in many cases, portray love as the spending of money and the giving of goods.					
11. Advertisers, in many cases, use fear appeals in their advertisements.					
12. Advertisers, in many cases, show resources being wastefully used in their advertisements.					
13. Advertisers, in many cases, use young people in their advertisements to the exclusion of older individuals.					

The Following statements deal with your personal experiences and attitudes in specific situations. Rate your personal reaction to each statement by circling the most appropriate response.

1. How content are you with your social life?
   A. Very content
   B. Quite content
   C. Sometimes content and sometimes not
   D. Somewhat discontent
   E. Very discontent

2. My blood boils when ever a person stubbornly refuses to admit he's wrong.
   A. Strongly Agree
   B. Agree
   C. Neither Agree Nor Disagree
   D. Disagree
   E. Strongly Disagree

3. Most people just don't know what's good for them.
   A. Strongly Agree
   B. Agree
   C. Neither Agree Nor Disagree
   D. Disagree
   E. Strongly Disagree

4. The main thing in life is for a person to want to do something important.
   A. Strongly Agree
   B. Agree
   C. Neither Agree Nor Disagree
   D. Disagree
   E. Strongly Disagree

5. How have you usually felt about giving a speech before a large group of people?
   A. I could not be forced to do it
   B. I have made some talks, but disliked it very much
   C. I have made some talks, but didn't really like it
   D. I can do it without disliking it
   E. I can do it and am stimulated by it

6. How do you feel about routine or repetitive tasks?
   A. Often enjoy them
   B. Occasionally enjoy them
   C. Am indifferent to them
   D. Am sometimes annoyed by them
   E. Am usually annoyed by them

7. Some youth probably need the qualities of strict discipline, rugged determination, and the will to work and fight for family and country.
   A. Strongly Agree
   B. Agree
   C. Neither Agree Nor Disagree
   D. Disagree
   E. Strongly Disagree

8. In this complicated world of ours the only way we can know what's going on is to rely on leaders or experts who can be trusted.
   A. Strongly Agree
   B. Agree
   C. Neither Agree Nor Disagree
   D. Disagree
   E. Strongly Disagree

9. To what extent do your friends tend to share your values, philosophies and convictions?
   A. A very great extent
   B. A great extent
   C. A moderate extent
   D. A small extent
   E. A very small extent

10. Relative to your close friends, how well did you do in physical or athletic activities?
   A. Much better than they did
   B. Somewhat better than they did
   C. About as well as they did
   D. Not quite as well as they did
   E. Not nearly as well as they did

11. In the past, how well have you usually gotten along with other people?
   A. Very well
   B. Well
   C. As well as most
   D. Not very well
   E. Not at all well

12. How likely were your parents to give you affection, praise, and attention when you had done something well?
   A. Much more than most parents
   B. More than most parents
   C. About as much as most parents
   D. Somewhat less than most parents
   E. Less than most parents

13. What fraction of your spare time do you devote to reading?
    A. Little or none
    B. One-fourth
    C. One-half
    D. Three-fourths
    E. Almost all

14. Over your employed years, how successful have you been?
    A. Extremely successful
    B. Successful
    C. About average
    D. Somewhat unsuccessful
    E. Quite unsuccessful

15. Advertising helps to shape society's value system.
    A. Strongly Agree
    B. Agree
    C. Neither Agree or Disagree
    D. Disagree
    E. Strongly Disagree

16. When you have a problem to solve, what fraction of your time do you spend consulting others?
    A. Little or none
    B. One-fourth
    C. One-half
    D. Three-fourths
    E. Almost all

17. How well do you tolerate rules and regulations?
    A. Very well - believe they are necessary
    B. Quite well - am only occasionally bothered by them
    C. As well as most
    D. Not too well - am often frustrated by them
    E. Not well at all - am constantly irritated by them

18. In any job, how important is it to you to have a clearly defined goal and reward system?
    A. Very important
    B. Important
    C. Of Average importance
    D. Unimportant
    E. Very unimportant

19. No sane, normal, decent person could ever think of hurting a close friend or relative.
    A. Strongly Agree
    B. Agree
    C. Neither Agree Nor Disagree
    D. Disagree
    E. Strongly Disagree

20. Science has its place, but there are probably things that might not be understood by the human mind.
    A. Strongly Agree
    B. Agree
    C. Neither Agree Nor Disagree
    D. Disagree
    E. Strongly Disagree

21. Seldom do weaknesses or difficulties hold us back if we have enough will power.
    A. Strongly Agree
    B. Agree
    C. Neither Agree Nor Disagree
    D. Disagree
    E. Strongly Disagree

22. The businessman and the manufacturer are undoubtedly more important to society than the artist and the professor.
    A. Strongly Agree
    B. Agree
    C. Neither Agree Nor Disagree
    D. Disagree
    E. Strongly Disagree

23. How active are you socially?
    A. Very active
    B. Quite active
    C. About average
    D. Not very active
    E. Not active at all

24. How would you characterize your relationship to your father?
    A. Very Close
    B. Quite close
    C. Not too close
    D. Not close at all

25. How would you characterize your relationship to your mother?
    A. Very close
    B. Quite close
    C. Not too close
    D. Not close at all

26. Nowadays everyone is prying into matters that must remain personal and private.
    A. Strongly Agree
    B. Agree
    C. Neither Agree Nor Disagree
    D. Disagree
    E. Strongly Disagree

27. Advertisers' interest in serving the social needs of the public are now, compared to 10 years ago:
    A. Alot more interested
    B. More interested
    C. Just as interested
    D. Less interested
    E. Alot less interested

The statements in this section deal with specific comments relating to advertising within several areas. On a five-point scale ranging from "Strongly Agree" to "Strongly Disagree" check the space which most closely rates your personal agreement-disagreement with each statement.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
1. I would use a vanity appeal to advertise cosmetic, diet, or other similar products.					
2. I would misuse the English language in order to advertise a product.					
3. I would dramatize war scenes to advertise children's war toys, dolls, and games.					
4. I would not use black models in advertisements other than for black oriented products.					
5. I would use a sex appeal in an advertisement.					
6. I would use scenes depicting violence in my advertisements.					
7 I would use "snob appeals" in my advertisements.					
8. I would use puffery in my advertisements.					
9. I would portray married life as problems that can be solved by the purchasing of products.					
10. I would portray love in an advertisement as the spending of money and giving of goods.					
11. I would use fear appeals in my advertisements.					
12. I would use people being wasteful of material resources in an advertisement.					

Please check the appropriate space and answer the following:

AGE

30 and under _____ 31-40 _____ 41-50 _____ over 50 _____

SEX

Male _____ Female _____

How many years have you been workmg in the advertising field? _____

Within which area of advertising do you primarily specialize? Please name one area to which you allocate most of your time and energy.

Research _____ Media _____ Copy _____ Layout/Production _____

Account Work _____ Other (explain) _____

Please check the highest level of Education Complered:

Less than High School _____ High School _____ College _____

If college:

School	Degree	Major
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Thank you for your assistance in this study. Please return this completed questionnaire in the enclosed self-addressed envelope.

ATLANTA BUSINESSMAN QUESTIONNAIRE

This questionnaire is designed with specific instructions for each section. Please read each set of instructions carefully and answer each statement. Allow yourself enough time to finish the entire questionnaire at one sitting. Answer each question as honestly as possible with the first response that comes to mind. Please do not go back and change any answers.

The statements in this questionnaire are a compilation of ideas found in current articles, books, and other literature dealing with what people are saying about advertising. What is your personal response to these statements? Let the businessman's point of view be known.

The statements in this section deal with specific comments relating to advertising within several areas. On a five-point scale ranging from "Strongly Agree" to "Strongly Disagree" check the space which most closely rates your personal agreement-disagreement with each statement.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
1. The use of vanity appeals while advertising cosmetic, diet, or other such items does not give the consumer a balanced view of the importance or value of physical beauty.					
2. The misuse of the English language in advertisements affect the everyday use of the language.					
3. Dramatizing war scenes to advertise childrens war toys, dolls, and games, confuse children as to the nature of real war.					
4. The use of black models in advertisements other than for black-oriented products has a positive social impact on racial relations in our society.					
5. The general nature of the various sex appeals found in advertising does not promote a normal and healthy attitude towards sex in our society.					
6. Scenes depicting violence within advertisements contribute to violence in our country.					
7. Advertiser's use of "snob appeals" glamourizes the higher social classes to the detriment of the lower social classes.					
8. Advertiser's use of "snob appeals" motivates people to raise themselves to a higher social class.					
9. Product puffery found in advertising influences our "puffing the truth" in other areas of interpersonal relations.					
10. Advertisers portrayal of married life as continuing problems solved by the purchasing of products misrepresents the general relationship of married couples.					
11. Advertisers portrayal of life as continuing problems solved by the purchasing of products misrepresents the value of purchasing products.					

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
12. The expression of love in advertisements as the spending of money and the giving of goods influences us to express our love feelings in this manner.					
13. The advertising of personal hygiene products has transformed us into a society overly concerned about body odors and cleanliness.					
14. Through the purchasing of time and space, advertising agencies have an influence upon the survival of mass media vehicles and therefore have an influence over mass media content.					
15. False, misleading, or exaggerated claims found in advertising harm the sales for that product in the long run.					
16. The use of advertising contributes to the freedom of speech in our society.					
17. The limited amounts of information given in advertisements tends to make the consumer think superficially about products or issues.					
18. Advertising appeals promote happiness that can be satisfied mainly by materialistic gain.					
19. Over-the-counter drug advertising contributes to our drug oriented society.					
20. Various appeals found in advertisements promote conformity to others social lifestyles.					
21. The emphasis on youth in advertisements contributes to the belief that older individuals are no longer an integral part of our society.					
22. Consumers are reinforced to be wasteful of our material resources in many cases through advertisements.					
23. The use of fear appeals in advertising has increased the level of general anxiety feelings in our society.					
24. I am highly interested in serving the social needs of the public.					
25. Advertisers are highly interested in serving the social needs of the public.					

The statements in this section deal with how you feel advertisers, in many cases, perform. On a five-point scale ranging from "Strongly Agree" to "Strongly Disagree" check the space which most closely rates your personal agreement-disagreement with each statement.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
1. Advertisers, in many cases use vanity appeals to advertise cosmetic, diet, or other similar products.					
2. Advertisers, in many cases, would misuse the English language in order to advertise a product.					
3. Advertisers, in many cases, dramatize war scenes to advertise children's war toys, dolls, and games.					
4. Advertisers, generally, do not use black models in advertisements other than for black oriented products.					
5. Advertisers, in many cases, use sex appeals in their advertisements.					
6. Advertisers, in many cases, use scenes depicting violence in their advertisements.					
7. Advertisers, in many cases, use "snob appeal" in their advertisements.					
8. Advertisers, in many cases, use puffery in their advertisements.					
9. Advertisers, in many cases, portray married life as problems that can be solved by the purchasing of products or services.					
10. Advertisers, in many cases, portray love as the spending of money and the giving of goods.					
11. Advertisers, in many cases, use fear appeals in their advertisements.					
12. Advertisers, in many cases, show resources being wastefully used in their advertisements.					
13. Advertisers, in many cases, use young people in their advertisements to the exclusion of older individuals.					

The Following statements deal with your personal experiences and attitudes in specific situations. Rate your personal reaction to each statement by circling the most appropriate response.

1. How content are you with your social life?
   A. Very content
   B. Quite content
   C. Sometimes content and sometimes not
   D. Somewhat discontent
   E. Very discontent

2. My blood boils when ever a person stubbornly refuses to admit he's wrong.
   A. Strongly Agree
   B. Agree
   C. Neither Agree Nor Disagree
   D. Disagree
   E. Strongly Disagree

3. Most people just don't know what's good for them.
   A. Strongly Agree
   B. Agree
   C. Neither Agree Nor Disagree
   D. Disagree
   E. Strongly Disagree

4. The main thing in life is for a person to want to do something important.
   A. Strongly Agree
   B. Agree
   C. Neither Agree Nor Disagree
   D. Disagree
   E. Strongly Disagree

5. How have you usually felt about giving a speech before a large group of people?
   A. I could not be forced to do it
   B. I have made some talks, but disliked it very much
   C. I have made some talks, but didn't really like it
   D. I can do it without disliking it
   E. I can do it and am stimulated by it

6. How do you feel about routine or repetitive tasks?
   A. Often enjoy them
   B. Occasionally enjoy them
   C. Am indifferent to them
   D. Am sometimes annoyed by them
   E. Am usually annoyed by them

7. Some youth probably need the qualities of strict discipline, rugged determination, and the will to work and fight for family and country.
   A. Strongly Agree
   B. Agree
   C. Neither Agree Nor Disagree
   D. Disagree
   E. Strongly Disagree

8. In this complicated world of ours the only way we can know what's going on is to rely on leaders or experts who can be trusted.
   A. Strongly Agree
   B. Agree
   C. Neither Agree Nor Disagree
   D. Disagree
   E. Strongly Disagree

9. To what extent do your friends tend to share your values, philosophies and convictions?
   A. A very great extent
   B. A great extent
   C. A moderate extent
   D. A small extent
   E. A very small extent

10. Relative to your close friends, how well did you do in physical or athletic activities?
   A. Much better than they did
   B. Somewhat better than they did
   C. About as well as they did
   D. Not quite as well as they did
   E. Not nearly as well as they did

11. In the past, how well have you usually gotten along with other people?
   A. Very well
   B. Well
   C. As well as most
   D. Not very well
   E. Not at all well

12. How likely were your parents to give you affection, praise, and attention when you had done something well?
   A. Much more than most parents
   B. More than most parents
   C. About as much as most parents
   D. Somewhat less than most parents
   E. Less than most parents

13. What fraction of your spare time do you devote to reading?
    A. Little or none
    B. One-fourth
    C. One-half
    D. Three-fourths
    E. Almost all

14. Over your employed years, how successful have you been?
    A. Extremely successful
    B. Successful
    C. About average
    D. Somewhat unsuccessful
    E. Quite unsuccessful

15. Advertising helps to shape society's value system.
    A. Strongly Agree
    B. Agree
    C. Neither Agree or Disagree
    D. Disagree
    E. Strongly Disagree

16. When you have a problem to solve, what fraction of your time do you spend consulting others?
    A. Little or none
    B. One-fourth
    C. One-half
    D. Three-fourths
    E. Almost all

17. How well do you tolerate rules and regulations?
    A. Very well - believe they are necessary
    B. Quite well - am only occasionally bothered by them
    C. As well as most
    D. Not too well - am often frustrated by them
    E. Not well at all - am constantly irritated by them

18. In any job, how important is it to you to have a clearly defined goal and reward system?
    A. Very important
    B. Important
    C. Of Average importance
    D. Unimportant
    E. Very unimportant

19. No sane, normal, decent person could ever think of hurting a close friend or relative.
    A. Strongly Agree
    B. Agree
    C. Neither Agree Nor Disagree
    D. Disagree
    E. Strongly Disagree

20. Science has its place, but there are probably things that might not be understood by the human mind.
    A. Strongly Agree
    B. Agree
    C. Neither Agree Nor Disagree
    D. Disagree
    E. Strongly Disagree

21. Seldom do weaknesses or difficulties hold us back if we have enough will power.
    A. Strongly Agree
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    C. Neither Agree Nor Disagree
    D. Disagree
    E. Strongly Disagree

22. The businessman and the manufacturer are undoubtedly more important to society than the artist and the professor.
    A. Strongly Agree
    B. Agree
    C. Neither Agree Nor Disagree
    D. Disagree
    E. Strongly Disagree

23. How active are you socially?
    A. Very active
    B. Quite active
    C. About average
    D. Not very active
    E. Not active at all

24. How would you characterize your relationship to your father?
    A. Very Close
    B. Quite close
    C. Not too close
    D. Not close at all

25. How would you characterize your relationship to your mother?
    A. Very close
    B. Quite close
    C. Not too close
    D. Not close at all

26. Nowadays everyone is prying into matters that must remain personal and private.
    A. Strongly Agree
    B. Agree
    C. Neither Agree Nor Disagree
    D. Disagree
    E. Strongly Disagree

27. Advertisers' interest in serving the social needs of the public are now, compared to 10 years ago:
    A. Alot more interested
    B. More interested
    C. Just as interested
    D. Less interested
    E. Alot less interested

Please check the appropriate space and answer the following:

AGE

30 and Under- _____ 31-40 _____ 41-50 _____ over 50 _____

SEX

Male _____ Female _____

Within which area of business do you primarily specialize? Please name the one area to which you allocate most of your time and energy.

Purchasing _____ Production _____ Marketing/Sales _____

General Management/Administration _____ Other (explain) _____

Please check the highest level of Education Completed:

Less than High School _____ High School _____ College _____

If college:

School	Degree	Major

Thank you for your assistance in this study. Please return this completed questionnaire in the enclosed self-addressed envelope.

Telephone #_____ I.D. #_____

Col. 1,2,3
Col. 4 3

Atlanta Public Attitudes toward Social Effects of Advertising

Hello, I am _____. I am part of a research team at the University of Georgia and we are attempting to determine people's attitudes about the effects of advertising. You have been randomly selected and your responses will remain anonymous.

Please tell me if you personally "Agree" or "Disagree" with the following statements.

_____ (5) Dramatizing war scenes to advertise children's war toys does not confuse children as to the nature of real war.
SA A N D SD

_____ (6) Advertisements emphasizing youth leads to a belief that older individuals are no longer an integral part of our society.
SA A N D SD

_____ (7) The limited amounts of information given in advertisements tends to make the public not think deeply about products or issues.
SA A N D SD

_____ (8) The appeals made in advertisements do not encourage us to overly indulge ourselves.
SA A N D SD

_____ (9) The use of black models in advertisements does not have a positive social impact on racial relations in our society.
SA A N D SD

_____ (10) The advertising of non-prescription remedies contributes to a drug-oriented society.
SA A N D SD

_____ (11) Scenes depicting violence within advertisements do not contribute to violence within our society.
SA A N D SD

_____ (12) The method by which female models are used in advertisements encourages the equality of females in our society.
SA A N D SD

_____ (13) Advertising that plays on a person's fears increases the general level of anxiety in our society.
SA A N D SD

_____ (14) The worth of advertised products is not misrepresented when shown as a method of solving life's continuing problems.
SA A N D SD

_____ (15) Advertising does not tend to shape society's value system.
SA A N D SD

_____ (16) Advertisers are highly interested in serving the social needs of the public.
SA A N D SD

Now I'm going to make some statements about several different issues. Please tell me if you personally "Agree" or "Disagree" with these statements.

_____ (17) My blood boils whenever a person stubbornly refuses to admit he's wrong.
SA A N D SD

_____ (18) Most people just don't know what's good for them.
SA A N D SD

_____ (19) The main thing in life is for a person to want to do something important.
SA A N D SD

_____ (20) My friends tend to share my values and philosophies.
SA A N D SD

_____ (21) Young people need strict discipline, rugged determination, and the will to work and fight for one's country.
SA A N D SD

_____ (22) In this complicated world of ours the only way we can know what's going on is to rely on leaders or experts who can be trusted.
SA A N D SD

_____ (23) No sane, normal, decent person could ever think of hurting a close friend or relative.
SA A N D SD

_____ (24) Science has its place, but there are probably things that might not be understood by the human mind.
SA A N D SD

_____ (25) Seldom do weaknesses or difficulties hold us back if we have enough will power.
SA A N D SD

_____ (26) Nowadays everyone is prying into matters that must remain personal and private.
SA A N D SD

_____ (27) The businessman and the manufacturer are undoubtedly more important to society than the artist and the professor.
SA A N D SD

Now a few last questions about yourself.

_____ (28) May I ask you your age? 30 and under____, 31-40____, 41-50____, over 50____.

_____ (29) Sex: Male____ Female____

_____ (30) What was the last year in school you completed?
Less than H.S.____ H.S.____ Some College____ Completed College____

_____ (31) What is the occupation of the head of the household?

_____

That concludes the survey. Thank you for your assistance in this study. Your responses are greatly appreciated.